

What is claimed is:

1. A method for distributing enhancement data for a television broadcast comprising over a data network:

receiving enhancement data corresponding to the television broadcast in a first

5 format compatible with a first transport;

converting the enhancement data into a second format compatible with a second transport different from the first delivery mechanism, wherein the second transport is the data network; and

10 providing said converted enhancement data to a client in accordance with the second transport.

2. The method of claim 1, further comprising:

receiving the television broadcast; and

15 extracting said enhancement data from the television broadcast.

3. The method of claim 1, wherein said received enhancement data comprises ATVEF encoded web page content.

4. The method of claim 1, further comprising:

20 pushing said converted enhancement data to the client.

5. The method of claim 1, further comprising:

providing said converted enhancement according to the second format for pulling thereof by the client to the client.

6. The method of claim 1, further comprising:

inspecting a client profile associated with the client; and  
determining the second format based at least in part on said inspecting.

7. The method of claim 6, further comprising:

providing plural conversion formats including the second format;  
associating delivery prices with each of said plural formats; and  
selecting the second format of said plural formats based at least in part on said associated delivery prices and said inspecting the client profile.

8. The method of claim 1, further comprising:

providing plural conversion formats including the second format;  
associating delivery prices with each of said plural formats; and  
selecting the second format of said plural formats based at least in part on said associated delivery prices.

9. A method for distributing enhancement data for a television broadcast to a viewer of the television broadcast, comprising:

receiving enhancement data for the television broadcast over a first transport,  
said enhancement data having a first format in accordance with the first transport;

converting said enhancement data into a second format, different from the first format, for delivery of said converted enhancement data over a second transport different from the first transport, said second transport being a data network; and providing said converted enhancement data to the viewer over the data network.

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10. The method of claim 9, wherein the data network is the Internet.

11. The method of claim 9, further comprising:

pushing said converted enhancement data to the viewer over the data network according to the second format.

12. The method of claim 9, further comprising:

providing a server configured for the viewer to pull said converted enhancement data from the server over the data network according to the second format.

13. The method of claim 9, wherein the second format is selected from a set of formats consisting of: a streaming media format, a hypertext transport protocol (HTTP) format, a Java-type format, a JavaScript-type encoding format, a tag based encoding format, and a web page format.

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14. A system for distributing enhancement data for a television broadcast to a viewer of the television broadcast, comprising:

a television broadcaster for broadcasting the television broadcast;

an enhancement data broadcaster for broadcasting said enhancement data over a first transport in a first format in accordance with the first transport; and

a central site for providing converted enhancement data to the viewer over a data network, the central site comprising:

5 a receiver for receiving said broadcasted enhancement data over the first transport; and

a converter for converting said enhancement data into a second format different from the first format for delivery over the data network.

10 15. The system of claim 14, wherein the television broadcaster also broadcasts said enhancement data.

16. The system of claim 14, further comprising:  
wherein the television broadcast comprises an audiovisual component and an  
15 ATVEF data component comprising said enhancement data; and

wherein the receiver receives the television broadcast and extracts said enhancement data therefrom for conversion by the converter.

20 17. An apparatus for distributing enhancement data for a television broadcast comprising over a data network, comprising a readable medium having instructions encoded thereon for execution by a processor, said instructions capable of directing the processor to perform:

receiving enhancement data corresponding to the television broadcast in a first format compatible with a first transport;

converting the enhancement data into a second format compatible with a second transport different from the first delivery mechanism, wherein the second transport is the data network; and

providing said converted enhancement data to a client in accordance with the second transport.

18. The apparatus of claim 17, wherein said received enhancement data comprises ATVEF encoded web page content.

19. The apparatus of claim 17, said instructions including further instructions capable of directing the processor to perform:

inspecting a client profile associated with the client; and

determining the second format based at least in part on said inspecting.

20. An apparatus for distributing enhancement data for a television broadcast to a viewer of the television broadcast, comprising a readable medium having instructions encoded thereon for execution by a processor, said instructions capable of directing the processor to perform:

receiving enhancement data for the television broadcast over a first transport, said enhancement data having a first format in accordance with the first transport;

converting said enhancement data into a second format, different from the first format, for delivery of said converted enhancement data over a second transport different from the first transport, said second transport being a data network; and providing said converted enhancement data to the viewer over the data network.

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21. The apparatus of claim 20, wherein the second format is selected from a set of formats consisting of: a streaming media format, a hypertext transport protocol (HTTP) format, a Java-type format, a JavaScript-type encoding format, a tag based encoding format, and a web page format.

22. An apparatus for distributing enhancement data for a television broadcast comprising over a data network, comprising:

receiving means for receiving enhancement data corresponding to the television broadcast in a first format compatible with a first transport;

converting means for converting the enhancement data into a second format compatible with a second transport different from the first delivery mechanism, wherein the second transport is the data network; and

providing means for providing said converted enhancement data to a client in accordance with the second transport.

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23. The apparatus of claim 22, further comprising:

receiving means for receiving the television broadcast; and

extracting means for extracting said enhancement data from the television broadcast.

24. The apparatus of claim 22, further comprising:

pushing means for pushing said converted enhancement data to the client.

25. The apparatus of claim 22, further comprising:

providing means for providing said converted enhancement according to the second format for pulling thereof by the client to the client.

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